FORSYTH
PEER / DISTRIBUTOR
PROGRAMS

MARCH 1995

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NICK K.

Source: https://www.industrydocuments.ucsf.edu/docs/xsvp0000

OBJECTIVES

Source: https://www.industrydocuments.ucsf.edu/docs/xsvp0000

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OBJECTIVE

Forsyth National Account Managers have been directed to train and transfer the daily maintenance, marketing/accrual planning, and sales growth volume accountability to Regional Sales personnel.

NAM's will now be accountable to manage the Private Label business, advise and counsel, approve pricing modifications, and conduct all contract negotiations.

WHY.....

- New Peer & Distributor Relationship
- NAM's Unable to Adequately Cover 50+ Accounts
- Existing Volume is Being Challenged
- Total Savings Category Management
- Coordination/leveraging of the Co-Marketing and Forsyth Accrual Programs

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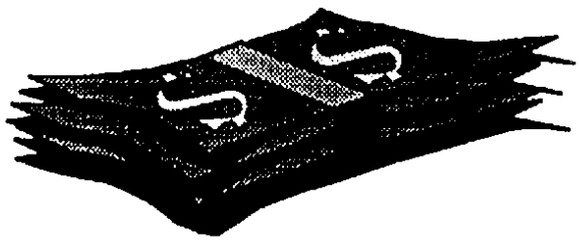
PRICING/CUSTOMER SERVICE



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Source: https://www.industrydocuments.ucsf.edu/docs/xsvp0000

CUSTOMER SERVICE RESPONSIBILITY

Process All Payments

- Bonus
- Monthly Rebates
- Share of Category Payments
- Alliance Payments
- Other

Process All Alliance Orders

Send Out Introductory Cover Letter and Executed Contracts to Customers

Process and Coordinate All Promotional Product Orders

Answer Any Questions/Investigate Problems Relative to the Above

Your Customer Service Representative is:

Mabel Perry ext. 3140

If Customer Service cannot Answer a Specific Question and the NAM is not available, call:

Kathryn Noxon - ext. 2559
Gwen Scott - ext. 3340

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyp0000

CONFIDENTIAL PRICING GUIDELINES -2/15/95

	ALL STYLES	
LIST PRICE	$8.49	
RETAIL FEATURE (OFF-INVOICE)	0 - $1.20	Max. of $1.20
NET INVOICE		Must = $1.50
MONTHLY P/L REBATE (AUTO PAID)	.30 - 1.50	
MARKETING ACCRUAL* (AUTO POSTED)	.30 - .80	
SEMI-ANNUAL SHARE OF CATEGORY**	.25	• Peer & Distributors 1 cent per SOC up to 50 cents
SEMI-ANN. SHARE OF CAT. BONUS**	.25	• Chains 35% & 75%
NET PRICE		
TERMS (3.25%) (ROUNDED)	.28	
E.F.T.***	.04	
FOCUS PROGRAM POTENTIAL***	.14	
POTENTIAL NET		
PREPAID UPFRONT BONUS PAYMENT	.20	If bonus was paid or any moneys are remaining
DEAD NET PRICE		no bonus to distributors

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* ALLIANCE PROGRAM - MARKETING PROGRAM VPR'S, PREMIUMS, AND ADVERTISING, ETC.
** SHARE OF CATEGORY IS CALCULATED ON ALL PRODUCTS IN $8.49 AND BELOW AND RATE PAID ON P/L SHIPMENTS ONLY.
*** E.F.T. AND FOCUS ARE AVAILABLE TO QUALIFYING CUSTOMERS

ANY CHANGES TO CURRENT PRICING MUST BE FAXED TO JMP TO ADVISE CUSTOMER SERVICE

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